



The 68th International Respiratory  
Convention & Exhibition

# EXHIBITOR PROSPECTUS

New Orleans, LA | November 9 - 12, 2022

**Susan Mathis**

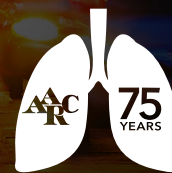
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## Ernest N. Morial Convention Center

900 Convention Center Blvd, New Orleans, LA 70130



**With 1.1 million square feet of prime,** contiguous exhibit space, the award winning New Orleans Ernest N. Morial Convention Center is the sixth largest convention facility in the nation, and it consistently ranks in the country's top ten of facilities that hold the most conventions and tradeshows annually.

The world famous French Quarter, our architecturally significant and distinct neighborhoods, and the iconic Mississippi River are just minutes from our doorstep. Once your work day is done, you can enjoy the truly festive atmosphere of New Orleans – one of the most celebrated cities in all the world! Home to the best cuisine and restaurants in the country, the most talented musicians, incredible museums, and historic landmarks, there's always a life-long memory to be made around every corner.

# THE ATTENDEES

**81%** of trade show attendees have buying authority. Which means more than 4 out of 5 people walking the aisles are potential customers for exhibitors.

CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget

## ATTENDEES' RESPIRATORY THERAPY EXPERIENCE

< 5 Years	32.8%
6-15 Years	29.0%
16-25 Years	15.7%
> 25 Years	21.5%



## ATTENDEE SPECIALTY SECTION

Adult Acute Care	28.0%
Management	18.2%
Education	16.1%
Neonatal/Pediatrics	12.9%
Other	10.0%
None of the Above	14.8%

Source: AARC Congress 2019 attendee data

# THE ATTENDEES

## ORIGIN OF ATTENDEES

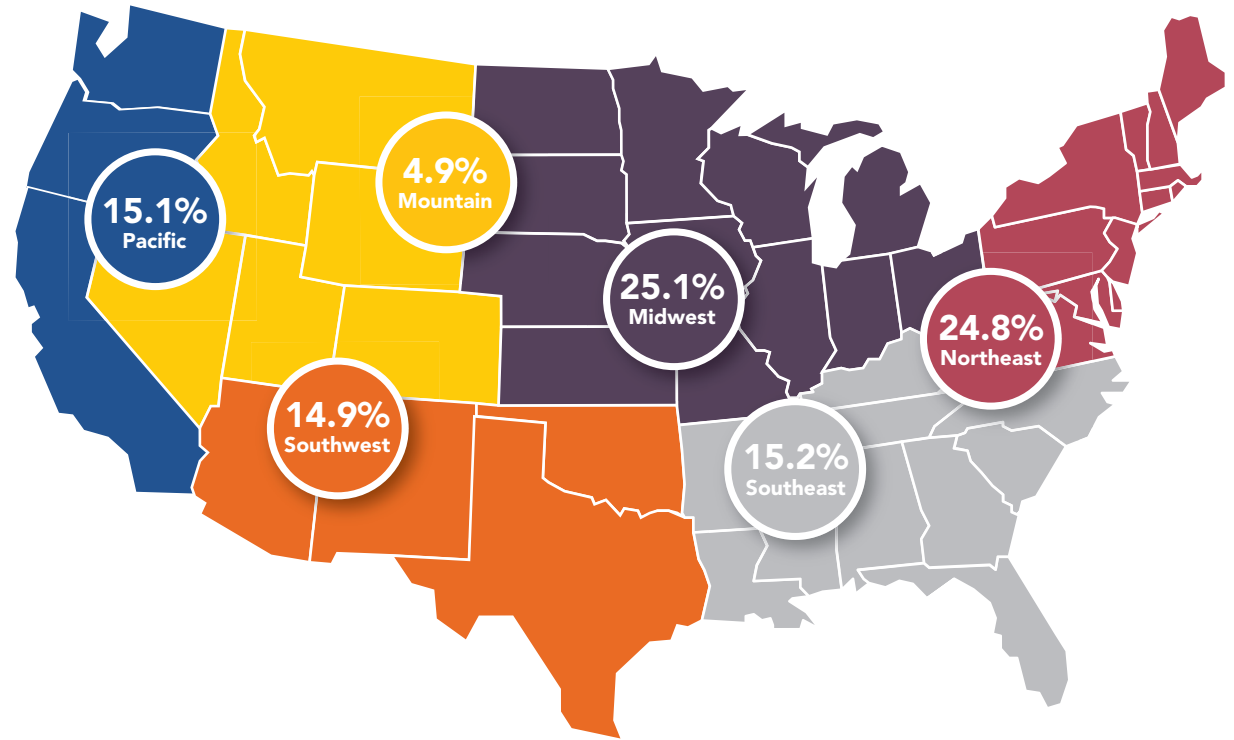
Your exhibit reached the world with attendees from all 50 states, DC, US Territories, and 30+ international countries.

AARC Congress is four days of educational programs, including more than 200 sessions and 350 research presentations.

*"AARC Congress is always our best show."*

Source: AARC Congress 2019 Attendee Data

## Where our Attendees Call Home



## INTERNATIONAL ATTENDEES REPRESENTED INCLUDE:

Afghanistan	Austria	Belgium
Brazil	Canada	Chile
China	Costa Rica	Czech Republic
France	Germany	India
Ireland	Italy	Japan
Mexico	Netherlands	New Zealand
Norway	Saudi Arabia	Singapore
South Korea	Taiwan	United Kingdom

# THE EXHIBITS - AARC CONGRESS 2022

<p><b>GET THE LEADS YOU WANT</b></p> <p>Exhibitors collected more than <b>55,190 leads since 2019.</b> <b>These are the leads you want!</b></p>	<p><b>LEARN THE LATEST RESEARCH</b></p> <p>Learn the latest research by respiratory therapists in the Open Forum at AARC Congress. <b>Plus, educational sessions tell you how therapists are practicing respiratory care and using your products.</b></p>	<p><b>LAUNCH NEW PRODUCTS</b></p> <p>Just got FDA approval on a new piece of equipment? Use AARC Congress as a platform to launch your product with a captive audience of nearly 4,000 potential buyers.</p>
<p><b>MONITOR INDUSTRY TRENDS</b></p> <p>Gain insight into innovative technologies and treatments.</p>	<p><b>RELATIONSHIP BUILDING</b></p> <p>Your presence builds the foundation for long-term customer relationships that can lead to future sales.</p>	<p><b>EDUCATION FOR YOUR SALES TEAM</b></p> <p>Exhibitors can become more effective when their sales representatives <b>attend AARC Congress educational sessions;</b> allowing them to stay in-step with their customers and <b>earn CRCE credit.</b></p>
<p><b>MEET CUSTOMERS COST-EFFECTIVELY</b></p> <p>Nowhere else in respiratory care can you get in front of thousands of <b>industry-specific customers and prospects</b> in such a short period.</p>	<p><b>HOST FOCUS GROUPS</b></p> <p>Test new product ideas and <b>get immediate feedback from users.</b></p>	<p><b>REACH INTERNATIONAL MARKETS</b></p> <p>AARC Congress <b>consistently</b> attracts international attendees from <b>30+ countries.</b></p>
<p><b>BOTTOM LINE</b></p> <p><b>AARC Congress is one of the most cost-effective means to generate visibility and profitable leads for your company.</b></p>		

The AARC Congress Exhibit Hall not only allows you to showcase your products and/or services and make important first impressions, it helps you strengthen existing customer relationships, too.

*Expand Your Prospect Base and Strengthen Customer Relationships*

# THE EXHIBITS

## DID YOU KNOW?

The average attendee spends 8.3 hours viewing trade show exhibits at a show or exhibition.

Source: Exhibit Surveys, Inc.



## CREDENTIALS OF ATTENDEES

AARC Congress attendance mirrors the profession, giving you the people who use your products.

RRT	59%
CRT	2%
LPN/RN	4%
MD	2%
Other	33%

Student	2.5%
Neonatal/Pediatrics	13.0%
Education	23.0%
Staff Therapist	19.0%
Management	22.0%
Other*	20.5%

## JOB FUNCTION OF ATTENDEES

The job function of attendees spans the spectrum of positions in respiratory care. This ensures that you reach the entire decision making unit (the initiators, the gatekeepers, the buyers, and the users).

\*Other: Medical Director, Pulmonary Function Technologist, Nurse, Disease Manager, Diagnostic Technologist, Patient Educator, Sleep Technologist, Physician, Pulmonary Rehab, Home Care, Transport, Long Term Care

Source: AARC Congress 2019 Attendee Data

# THE EXHIBITS

## Quick Facts:

Exhibit halls offer a great platform for companies to introduce their new products and services to the market, especially those for which they are still establishing sales potential. Exhibiting lets companies receive instant feedback from their ideal clients.



## FACE TIME MATTERS

**86%** of attendees use face-to-face interaction at exhibitions to become aware of new products, evaluate vendors for future purchase, and/or narrow their choices to preferred vendors.

Source: Center for Exhibition Industry Research

## Booth Fee Includes:

- **NEW IN 2022: Lead Retrieval Devices**
- Five exhibitor badges (\$2,250 value) — for exhibit booth personnel only — per 100 square feet of purchased exhibit space with a maximum of 25 badges per booth.
- Draped aluminum supports, 8' high in back and 3' high on two sides (drape is not included with an island rental).
- One 7"x 44" identification sign with exhibitor name, city, state, and booth number. The exhibiting company name to be displayed is the name listed on the booth contract.
- 24-hour security in the exhibit hall beginning with set-up and ending at the conclusion of move-out. Individual booth security is at exhibitor's expense.
- Two-day exhibitor move-in.
- Exhibitor liability insurance policy for exhibitor only (not EACs) that meets the AARC's exhibitor liability requirements. (\$105 value)

## Booth Fee DOES NOT Include:

- Furniture and/or Accessories
- Carpet
- Audio-Visual
- Electricity
- Internet
- Phone
- Freight & Material Handling
- Storage of Crates & Empties
- Trash Cans in Booth
- Cleaning services within your booth space
- Labor & Other Services Needed for Your Exhibit Space
- Booth design or construction services. Exhibitor is responsible for the design, purchase and construction of their own booth elements.

## EXHIBITING AT AARC CONGRESS 2022

Attendees come to see your products and services and learn how they can improve patient care, making the AARC Congress your best place to demonstrate your products and make connections.

**69%** of attendees influence purchasing decisions in their company.\*

**84%** of attendees say the exhibit hall influences their purchasing decisions

Prepare to discover new prospects, strengthen existing relationships and close some deals.

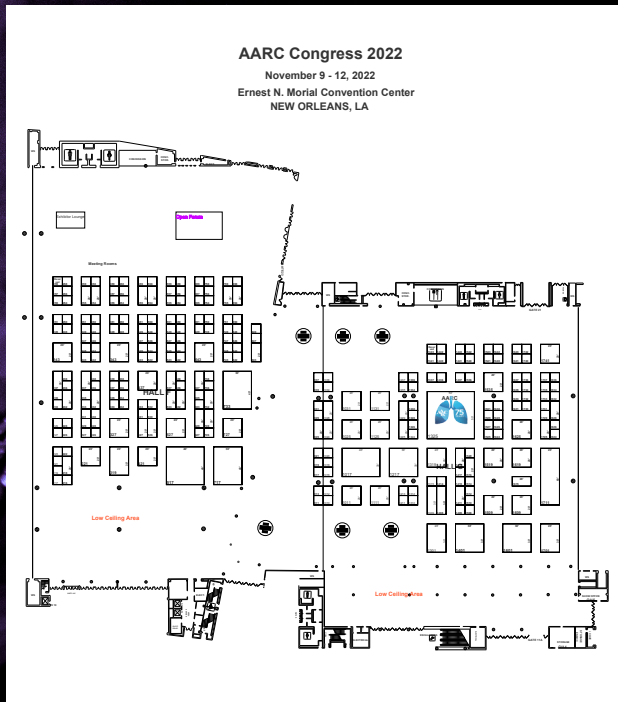
\* Source: 2019 AARC Congress attendee survey

# THE EXHIBITS

According to a Simmons Market Research Bureau study, 91% of respondents attending tradeshows say they are “extremely useful” as a source for product purchasing information. That’s higher than any other source, including on-site visits from sales representatives.

[CLICK HERE](#)

to view the floorplan of the exhibit hall at the Ernest N. Morial Convention Center



## EXHIBITING PAYS OFF

Average cost to identify a potential customer through an exhibition:

**\$96**

Cost to identify a single prospect by means other than an exhibition:

**\$443**

Average cost to close a sale with an exhibition lead:

**\$2,188**

Average cost to close a sale without an exhibition lead:

**\$3,102**

Source: *The Cost-Effectiveness of Exhibition Participation*

- The AARC and the Ernest N. Morial Convention Center will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation and dismantling periods.
- Exhibit installation must be completed by Saturday, November 12th at 12:00 pm unless otherwise approved by the AARC. The AARC and FREEMAN, the official service contractor, may, without incurring any liability for damage or loss, install property of any exhibitor who has failed to do so at the sole expense of the exhibitor.
- Dismantling exhibits or preparing to dismantle before the show closes will result in the loss

## Exhibit Hall Hours\*

<b>Wednesday, November 9</b>	<b>10:45 am – 3:00 pm</b>
Dedicated Time:	10:45 am – 1:30 pm
<b>Thursday, November 10</b>	<b>10:00 am – 2:00 pm</b>
Dedicated Time:	10:35 am – 12:45 pm
<b>Friday, November 11</b>	<b>10:00 am – 1:30 pm</b>
Dedicated Time:	12:00 pm – 1:30 pm

## Install & Dismantle\*

### Installation Times:

Monday, November 7	8:00 am – 5:00 pm
Tuesday, November 8	8:00 am – 5:00 pm

### Dismantle Times:

Friday, November 11	2:00 pm – 8:00 pm
Saturday, November 12	8:00 am – 12:00 pm

\*Times subject to change

- of priority points and/or could ban exhibiting company from exhibiting with the AARC in the future.
- A 30-minute interval exists between the show closing at 1:30 p.m. and dismantling at 2:00 p.m. This interval allows the attendees to clear the hall and for the aisle carpet to be removed so that empty crates can be returned to the floor. Cartons for display materials will be returned as promptly as possible to each booth after the official show closing.
- All exhibits must be packed, and material handling/outbound shipping forms completed, by 12 noon on Saturday, November 12th.



# THE EXHIBITORS

## WHO EXHIBITS

### Equipment/Pharmaceuticals

Manufacturers and distributors of health care equipment, devices, technology, supplies, services, and pharmaceuticals

### Career Opportunity

Hospitals and health care systems, military services, schools of respiratory care, and colleges and universities

### Market Research

Market research companies who gather respiratory care and/or health care-related information from attendees

### Publications/Educational Resources

Publishers of books, magazines, educational resources, and training materials for continuing professional education

### Associations/Societies/ Foundations

Nonprofit organizations

## MEETING ROOM REQUESTS

- **The AARC does not guarantee the availability of meeting room space for exhibitors. Available meeting room space, other than what the AARC needs for our own needs, varies from year to year and location to location. There is no guarantee we will be able to accommodate any or all of the requests we receive for meeting room space.**
- The AARC will not approve meeting room requests that involve AARC Congress attendees during AARC Congress events/session times.
- Meeting rooms are approved/assigned on a first come-first served basis with Corporate Partners being given priority.
- Exhibitors will be charged \$500\* (payable to the AARC prior to AARC Congress) for meetings or receptions in which AARC Congress attendees are invited and no accredited education is offered.
- Exhibitors can offer accredited education with the approval of the AARC. Exhibitors will be charged \$3,000\* (payable to the AARC prior to AARC Congress) for meetings or events in which accredited education is offered.
- The exhibitor will be responsible for all costs associated with the room including but not limited to: food and beverage, room rental fee charged by hotel/convention center, audio/visual, internet, room set up, etc. All these fees will be charged directly to the exhibitor by the hotel.
- The deadline to submit meeting room requests and changes to approved requests is **August 31, 2022**. No exceptions.

\*These fees are independent of fees that may be charged by the hotel.

## MEETING ROOM RULES

- An exhibiting company can hold company meetings, or meetings AARC Congress attendees are invited to, during AARC Congress as long as it is not during AARC Congress session/event times.
- Exhibitor can't charge anyone to attend their meeting(s)/event.
- The AARC will not approve any meeting room requests for events that involve AARC Congress attendees during AARC Congress event/session hours.

**70%**  
**ARE REPEAT EXHIBITORS**



# THE EXHIBITORS

## EXHIBITOR BADGES

**PLEASE NOTE:** The booth manager is the only person authorized to make any changes. Whomever is designated as the “Booth Manager” must be available from setup until the close of the show.

**Bulk pick-up of exhibitor badges is no longer allowed. Exhibit personnel must pick up their own badge at Exhibitor Registration.**

Exhibitors must show a photo ID and a company business card (indicating they are an employee) when picking up their exhibitor badge.

Exhibitors who are unable to show a photo ID and/or company business card when picking up their badge will not receive a badge. This policy has been put in place to help eliminate exhibitors giving their booth badges to clients, friends, contracted employees, etc. Booth badges are for booth personnel only.

Exhibitors receive five (5) badges per 100 SF of space for booth personnel up to a maximum of 25 badges per booth

The AARC Congress exhibitor badge allows exhibitors to attend all AARC Congress educational and poster sessions. Respiratory therapists who are registered as an exhibitor may receive CRCE credit. More details will be provided to exhibitors when AARC Congress registration opens.

Exhibitor badges are non-transferrable.

Exhibitor badges worn by anyone other than the individual whose name is shown on the badge will have the badge confiscated. The original badge holder and the individual wearing the badge will both be asked to leave the exhibit hall.

Exhibitors are not allowed to place a business card over their official AARC Congress name badge or alter their badge in any way.

Badged exhibitors will have access to the Exhibit Hall two hours prior to exhibits opening and one hour after closing.

Models working for exhibitors must wear an official AARC Congress name badge.

Only persons wearing an official AARC Congress name badge will be allowed to enter the Exhibit Hall.

The AARC does not issue “Guest” badges for the exhibit hall.

**Exhibitor badges are for the exhibiting company’s employees working as booth personnel only. Individuals who are distributors for or doing business as a rep for your company CANNOT use a badge from your badge allotment. They must secure their own badge.**



## THE EXHIBITORS FREQUENTLY ASKED QUESTIONS:

### **Q: When will the Exhibitor Kit be sent out?**

A: The Exhibitor Kit will be sent to all confirmed exhibitors when it is available usually around mid-summer.

### **Q: How many badges will I receive with my booth?**

A: Exhibitors receive five (5) exhibitor badges (\$2,250 Value) (for booth personnel only) per 100 square feet of purchased exhibit space with a maximum of 25 badges per booth.

### **Q: If I don't need all the badges I get with my booth, can I give them to clients, friends, etc.?**

A: No, you can't. Exhibitor badges are to be used by company employees who are booth personnel. Anyone caught wearing an exhibitor badge who is not an employee of the exhibitor will have the badge confiscated and the person will be asked to leave the facility. The exhibitor also risks losing the privilege to exhibit at AARC events in the future.

### **Q: Does an exhibitor badge grant me access to all AARC Congress sessions?**

A: The exhibitor badge is for booth personnel only. The badge provides access to all AARC Congress sessions and the ability to earn CRCE if offered.

### **Q: What hours are exhibitors allowed in the Exhibit Hall?**

A: Exhibitors are allowed in the Exhibit Hall two (2) hours before it opens and one (1) hour after it closes.

### **Q: Is there a theme for the show?**

A: No, the AARC does not designate a theme for our show.

### **Q: Can I send out an email blast to attendees before the show?**

A: Yes. The AARC does sell e-blast opportunities through our lead retrieval partner Xpress Leads. However, no attendee email addresses nor the number of emails sent will be shared with the exhibitor.

### **Q: Can I giveaway promotional products (branded pens, power banks, mugs, etc.) at my booth?**

A: Yes, you can giveaway promotional products (company branded items: pens, power banks, usb drives, etc.) at

your booth. It is the exhibitor's responsibility to make sure they are complying with any industry guidelines and laws related to giveaways to prospective clients and/or current clients.

### **Q: Is the AARC affiliated with any third party housing companies?**

A: No. It's important to know that unauthorized housing entities will contact attendees and exhibitors to book New Orleans hotel reservations. Only the phone numbers and link on the AARC Congress housing page are authorized by the AARC. Neither the AARC, nor our hotel's housing department/Group Services, will be making unsolicited calls or sending emails regarding hotel reservations. Booking through an unofficial housing company puts you at risk for losing significant deposits and hotel reservations, and incurring hidden costs. The AARC is unable to recover any money you paid to unauthorized housing companies should you use them.

### **Q: Can I serve food in my booth?**

A: No outside food or beverages, including bottled water, may be brought into the Ernest N. Morial Convention Center. No alcohol is allowed in the Exhibit Hall. A catering request form will be included in the Exhibitor Kit. Once your request has been approved, you will deal directly with the Ernest N. Morial Convention Center.

### **Q: When will the hotel room block information be sent out?**

A: Hotel room block information will be sent to all confirmed exhibitors in Summer 2022.

### **Q: Can exhibitors earn CRCE credits?**

A: Yes, the AARC exhibitor badge allows exhibitors to attend all education and poster sessions. Respiratory therapists who are exhibit booth personnel may receive CRCE credit for the sessions they attend that offer it.

### **Q: Do exhibitors get a copy of the attendee list?**

A: No, the AARC does not sell or provide our member or attendee list to anyone. It's important to know that unauthorized marketing entities will contact exhibitors to try to sell the AARC Congress attendee list. They do NOT have our list.

## EXHIBITOR LIST 2015-2019

3M Medical Solutions Division	Electromed, Inc.	<b>Mallinckrodt Pharmaceuticals*</b>	ReddyPort
Aerogen	Elsevier	Marpac, Inc.	ResMed
AG Industries	Elsevier Publishing	<b>Masimo*</b>	Respiralogics
Airgas Healthcare	Emory Healthcare	Maxtec	Respiratory Therapeutics Group
Airon Corporation	ENDOCLEAR	Mayo Clinic	Respiratory Therapists Society of the Republic of China
Airway Development Corporation	Esprigas	Med Systems	RespirTech
AIT Therapeutics, Inc.	Excelsior College	<b>Medline Industries Inc*</b>	Rheabrio
Allergy & Asthma Network	<b>Fisher &amp; Paykel Healthcare Inc*</b>	<b>Medtronic*</b>	RT/Sleep Review
Alpha-1 Foundation	Flexicare Inc.	MeHow Innovative Ltd	Saudi Society for Respiratory Care
Ambu, Inc.	FloSure Technologies LLC	Mercury Medical	Seattle Children's
American College of Chest Physicians	Ganshorn LLC	Methapharm	<b>Sentec Inc.*</b>
Analytical Industries, Inc.	Gaumard Scientific	MGC Diagnostics	Seoil Pacific Corp.
ARC Medical Inc.	GE Healthcare	Mighigan Instruments	Shinano Kenshi Corporation
Atlas MedStaff	Genentech	Mindray Bio-Medical Electronics	Siemens Healthineers
Aureus Medical Group	Genstar Technologies Co, Inc. (Gentec)	MIR - Medical International Research	Smiths Medical
Avanos Medical	Getinge (formerly Maquet)	<b>Monaghan Medical Corporation*</b>	SunMed
Avkin, Inc.	GlaxoSmithKline	Morgan Scientific	Sunovion Pharmaceuticals
B&B Medical Technologies	Goldstein & Associates	Mylan Inc.	TELECOR Inc.
Baitella AG	GVS North America	National Board For Respiratory Care (NBRC)	Teleflex
Bay Corporation	Hamilton Medical Inc	ndd Medical Technologies	The University of Chicago Medicine
Bernoulli	HHS-Center for Disease Control/ NIOSH	Neotech Products LLC	Thorasys Thoracic Medical Systems Inc.
<b>Beyond Air*</b>	Hill-Rom	Nephron Pharmaceuticals	TRACOE medical GmbH
Bio-Med Devices Inc.	Hollister Incorporated	NEVAP	Trajecsys Corporation
Biovo Technologies	IMT Analytics AG	Northeast Georgia Medical Center	Tri-anim Health Services
BJC Healthcare	Independence University	Nova Biomedical	TSI, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.	IngMar Medical Ltd	Ohio Medical	UCLA Health
Breas Medical	Inovytec	OxyFits, Inc.	University of Virginia Health System
Breathe Technologies	Insmed Inc	Oxy'Nov Inc.	<b>Vapotherm, Inc.*</b>
Bunnell Incorporated	Instrumentation Industries Inc	Passy-Muir Inc	Ventec Life Systems
CDC/Office on Smoking and Health	Instrumentation Laboratory	Pegasus Research Corporation	Ventisim
Children's Hospital Colorado	International Biomedical	Percussionaire Corp	Verathon Medical
Circadiance	International Biophysics Corporation	Perma Pure	Vero Biotech
Circassia Pharmaceuticals Inc	Intersurgical, Inc	<b>Philips Healthcare*</b>	VibraPEP
Cleveland Clinic	Jones & Bartlett Learning	Pima Medical Institute	Vidant Health
Clinical Trac	Kettering National Seminars	Pima Medical Institute	VORTTRAN Medical Technology
COPD Foundation	Lambda Beta Society	Praxair Healthcare Services	<b>Vyaire Medical*</b>
Cross Country Allied	Lee Memorial Health Systems	Precision Medical, Inc.	Westmed
D R Burton	Liberty University	Pulmodyne	ZOLL Medical Corporation
Dale Medical Products Inc.	LifeHealth	Pulmonary Fibrosis Foundation	<b>Zambon USA Ltd.*</b>
DataArc	Lincare	PulmOne Advanced Medical Devices, Ltd.	<b>...and many more!</b>
Draeger Inc.	LRS Healthcare	Radiometer America	

\*these are AARC Corporate Partners as of February 2022

# THE EXHIBITORS

## PRODUCTS AND SERVICES EXHIBITED

“The AARC Congress is the crown jewel of the association’s activities. No other meeting compares in terms of exhibits and quality of the program. If I could attend only one meeting a year, it would be the AARC annual meeting.”

Richard Branson, MSc, RRT, FAARC

**QUANTITY + QUALITY =  
MULTIPLE LEADS**

With nearly 4,000 attendees, no other meeting in your marketing plan offers such a large gathering of respiratory therapists of this caliber.

Adapters/Connectors  
Aerosol Delivery Devices  
Airway Devices  
Ambulation Devices, Critical Care (In-Hospital)  
Analyzers  
Beds  
Blood Gas Devices/Supplies  
Blood Pressure Devices  
Books  
Breathing Retrainers  
Bronchoscopes/Supplies  
Calorimeters  
Capnographs/Capnometers  
Cardiac Diagnostics  
Chest Physiotherapy Devices  
Compressors  
Cough-Assist Devices  
CPAP/Bi-Level Devices  
Defibrillators  
Disposables  
Distributor  
Education, Patient and Family  
Education/Training, Professional  
Equipment Accessories  
Equipment Cleaning/Disinfection  
Equipment Rental/Leasing  
Equipment Repair  
Equipment, Used  
Filters  
Gas Administration Devices  
HEPA Filtration  
Humidifiers  
Hyperbaric Oxygen Chambers/ Services/ Supplies  
Incentive Spirometers  
Incubators  
Infant Warmer  
IPPB  
Isolation Chambers  
Management/Business Services  
Manometers  
Masks  
Medical Gas Administration Devices  
Medical Gas Supplies  
Monitors  
Nitric Oxide Devices  
Nose Clips  
Oxygen Delivery  
Peak Flow Meters  
Personal Protective Equipment  
Pharmaceuticals  
Pulmonary Function Testing  
Pulse Oximetry  
Recruitment  
Resuscitation Equipment  
Sleep Diagnostics  
Sleep Products  
Software  
Spirometers  
Stethoscopes  
Suction Devices & Supplies  
Test Lungs  
Testing and Research Equipment  
Tracheostomy Supplies  
Ventilator Supplies  
Ventilators

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### Housing Information

All confirmed exhibitors will receive hotel room block information via email Summer 2022.

### Exhibitor Kit

- Freeman is the official service contractor and audio/visual provider for AARC Congress 2022. Order forms will be in the Exhibitor Kit which will be emailed to confirmed exhibitors.
- Non-official service contractors must return a completed Work Authorization Form to the AARC.

# THE EXHIBITS

## SAMPLE CONTRACT



### Exhibitor Terms & Conditions

AARC will permit Exhibitor only to occupy their specific booth during AARC Congress 2022 to be held Wednesday, November 9 – Saturday, November 12, in New Orleans, LA, USA. Exhibit dates are Wednesday, November 9 – Friday, November 11.

- Exhibitor agrees not to sublet or to otherwise assign to any person or organization whatsoever, any right to occupancy space covered by this statement.
- Exhibitor agrees to limit all AARC convention-related activities to within their assigned booth space(s).
- Exhibitor agrees to read and adhere to the 2022 AARC Rules and Regulations.

The AARC has the right to deny or remove any exhibitor who is not in compliance with the spirit of the show.

By purchasing a booth and agreeing to these terms and conditions, the exhibitor agrees to pay and comply with the following booth payment schedule. Exhibitor understands not complying with the payment schedule could disqualify them from participating in the early bird and /or on-site booth purchase process at future AARC Congress events\*.

- **Deposit 25% due at signing**
    - **Payment #2:** 25% of balance due June 15
    - **Payment #3:** 25% of balance due August 5
    - **Final Payment:** Remaining Balance Due September 7
- Any booth booked after September 7, **100%** of balance due at signing.

\*Statements will be emailed to each exhibitor the first week of each month until booth is paid in full.

AARC reserves the right to relocate any space to be occupied hereunder by Exhibitor. Upon receiving from AARC notice of such relocation, Exhibitor, notwithstanding any other provision hereof, may cancel this agreement without penalty and shall be entitled to the return of any previously paid exhibit rental fee.

Exhibitor agrees to indemnify AARC against and hold it free from all claims arising from loss or damage to Exhibitor's property whatsoever cause occasioned, and wheresoever such property is located during the period in which AARC occupies the Ernest N. Morial Convention Center, except for such injury or losses may be proximately caused by willful and malicious misconduct on the part of any full-time regular payroll employee of AARC. Exhibitor agrees to indemnify AARC and the Ernest N. Morial Convention Center from and against all claims, losses or damages to persons or property.

# THE EXHIBITS

## SAMPLE CONTRACT

### **PAYING BY CHECK OR WIRE TRANSFER?**

Booths purchased prior to June 15 for seven (7) working days.

Booths purchased between June 15 and August 5 will be held for five (5) working days.

If we have not received your payment within that timeframe, and no arrangements have been made with Show Management, we will reach out to you one (1) time. If we don't hear back from you, we reserve the right to release your booth. Booths purchased after September 7 must be paid in full at time of purchase with a credit card unless other arrangements have been made with Show Management.

Failure to maintain a current payment history with the AARC can result in suspension of all services from AARC and its subsidiaries.

Exhibitors fully understand by signing this contract that the AARC does not assign booths to exhibitors. Each exhibitor selects their own booth from **any available booth on the floor plan**. The AARC does not monitor your competitors when they are selecting a booth and will not offer refunds, discounts or any other monetary adjustment to move your booth if a competitor chooses a booth next to or close to you in the exhibit hall. **Exhibitors can choose any available booth on the floor plan.**

Exhibitors with a **20x20 or larger island booth** agree to the following fees associated with submitting booth drawings for approval to the AARC. Exhibitors and/or your booth design company should read our published Rules and Regulations prior to designing your booth or submitting drawings for our review.

- **Drawings Submission Deadline:** **Monday, August 15, 2022, at 5:00pm CST**
- **Missed Deadline:** If the exhibitor does not submit their booth drawings by the deadline, the exhibitor will be charged a \$1,000 fee.
- **Incorrect Drawings:** If the exhibitor, or their booth design company, submit drawings that do not adhere to the specs included in the AARC 2022 Rules and Regulations, the exhibitor will be charged a \$500 fee per review process.

### **CANCELLATIONS:**

Cancellations must be made in writing to Susan Mathis at [susan.mathis@aacr.org](mailto:susan.mathis@aacr.org) and are subject to the following penalties.

<b>2022 Schedule (CST)</b>	<b>Penalty</b>
Prior to 5pm on 7/20	50% of booth cost
after 5pm 7/20 - before 5pm 9/15	75% of booth cost
after 5pm 9/15	100% of booth cost

### **BOOTH CHANGES:**

Requests to downsize booth space must be made in writing to Susan Mathis at [susan.mathis@aacr.org](mailto:susan.mathis@aacr.org) and are subject to the following penalties.

<b>2022 Schedule</b>	<b>Penalty</b>
Prior to 7/20	Difference minus 25% of costs between the booths
After 7/20 - 9/15	Difference minus 50% of costs between the booths
after 9/15	Difference minus 75% of costs between the booths

AARC has the right to relocate any company which chooses to move or downsize their booth. AARC does not guarantee the new booth will be in the same area/location as the previously contracted booth.

# THE EXHIBITS

## SAMPLE CONTRACT

### **COVID-19 POLICIES AND PROTOCOLS**

If an exhibitor voluntarily cancels or changes their booth in any way for any reason prior to an official AARC cancellation of the live event, the exhibitor will be held to the cancellation policy/penalties outlined in this contract.

If the AARC decides to officially cancel the 2022 live event, exhibitors will be refunded 100% of the money paid to date for their booth and sponsorships if the exhibitor did not cancel their booth prior to the AARC's cancellation date.

### **Cleaning, Safety and Sanitation Protocols for Exhibit Hall**

The health and safety of attendees, exhibitors, and staff is a top priority at AARC events. The AARC will provide a cleaning protocol for the exhibit hall that adheres to the current local, federal and CDC cleaning guidelines for in-person events. When purchasing a booth for our event the exhibitor agrees to, at their expense, implement a cleaning protocol for their specific exhibit booth for the length of the event that adheres to the current local, federal and CDC cleaning guidelines for in-person events.

Please retain this copy for your records.

Thank you,

**Susan Mathis**

Exhibits Coordinator  
susan.mathis@aacr.org



# THE EXHIBITS

## Quick Facts:

## Why do members attend AARC Congress?

**91%** of people who attend conventions say they're essential for comparing products and suppliers.

Source: The Value of Trade Shows by Skyline and EXPO Magazine



**WE CAN MERGE BOOTHS TO  
CREATE ALMOST ANY SIZE YOU  
DESIRE!**

## Booth Pricing

### In-Line

	Square Footage	Price
10x10 In-Line	100	\$5,000.00
10x20 In-Line	200	\$9,600.00
10x30 In-Line	300	\$13,900.00

### Islands — Price Includes \$3,500 Island Upgrade Fee

	Square Footage	Price
10 x 20 Island	200	\$13,100.00
20 x 20 Island	400	\$21,900.00
20 x 30 Island	600	\$30,900.00
30 x 30 Island	900	\$42,900.00
30 x 40 Island	1,200	\$55,800.00
40 x 40 Island	1,600	\$68,200.00
40 x 50 Island	2,000	\$84,200.00
50 x 50 Island	2,500	\$91,700.00
50 x 60 Island	3,000	\$109,200.00

### Priority Location Fee

	Square Footage	Price
10 x 10	100	\$300.00
10 x 20	200	\$600.00
10 x 30	300	\$825.00
20 x 20	400	\$1,100.00
20 x 30	500	\$1,650.00
30 x 30	900	\$2,250.00
30 x 40	1,200	\$3,000.00
40 x 40	1,600	\$3,600.00
40 x 50	2,000	\$4,500.00
50 x 50	2,500	\$5,625.00

### Calculate your booth price

Booth Size Price	\$
Priority Location Fee	\$
Miscellaneous Upgrade #1	\$
Miscellaneous Upgrade #2	\$
<b>Total</b>	<b>\$</b>

### Miscellaneous Upgrades

	Price
Corner	\$875.00
Island	\$3,500.00

Each exhibitor will receive a lead retrieval unit as part of their booth price (booths 900 SF or larger will receive 2 units).

Each exhibitor will have a \$100 AARC Compliant Liability Insurance policy fee added to your booth invoice.

## Meet the Profession's Leaders!

Schedule your 3-day sales call with respiratory care professionals in New Orleans. You'll build lasting connections with new customers and reinforce existing relationships.